WHU Values & Positioning

At WHU – Otto Beisheim School of Management, we shape personalities and business by delivering excellence in research, teaching, and corporate connections.

Our core values are:

- **excellence in management education** by focusing on ambitious goals and performance,
- **a cosmopolitan sensibility** cultivated by promoting diversity and the internationality of the school's stakeholders – we are curious about diverse people, cultures and new ways of doing things,
- **a caring community** characterized by a family atmosphere and mutual trust, and
- **our entrepreneurial spirit** fostered by passion and innovation among all members of the WHU community.

Our core values underpin our positioning: **Show courage and commitment always!**
WHU – Otto Beisheim School of Management at a Glance

With its lived diversity, excellent research and teaching, and a unique network, WHU has continuously expanded its lead over other German universities in recent years and established itself among the best business schools in the world.

Dean Professor Dr. Markus Rudolf

### Executive MBA
- Joint Global Executive MBA program with Kellogg School of Management at Northwestern University (USA), China, and India
- Scientific elaboration of an individual research project to attain the doctoral degree (Dr. rer. pol.)
- Life-long learning in the field of management

### Doctoral Program
- Applicants with a first academic degree (Dr. rer. pol.)
- Applicants with a diploma or master's degree
- Substantial management experience
- Applicants with a first academic degree
- First academic degree
- Fully employed/Self-employed

### Executive Education
- Life-long learning in the field of management
- Open programs for individuals
- Cooperation with international business schools possible
- Minimum of 2 years of professional experience
- Minimum of 2 years of professional experience
- Minimum of 4 years of professional experience
- Applicants with a diploma or master's degree
- Fully employed/Self-employed
- Managers, middle to upper management level in a company
- Academics
- Applicants with a diploma or master's degree
- Applicants with a first academic degree

### Description
- International and highly practice-oriented program in the field of general management with strong emphasis on international cooperation
- International and specialized master program in the field of Entrepreneurship
- Modules abroad in the USA, Canada, Hong Kong, Israel, China, and India
- High share of international students from 25+ countries
- 70% international students from 25+ countries

### Location
- Vallendar
- Vallendar, Berlin
- Düsseldorf
- Düsseldorf
- Vallendar, Düsseldorf
- Düsseldorf, Vallendar, or off-campus

### Format
- Full-time
- Part-time (in modules)
- Weekend MBA program
- Joint Global Executive MBA program
- Executive MBA
- Doctoral Program
- Customized programs for companies
- Open programs for individuals
- Life-long learning in the field of management

### Duration
- 17 or 21 months
- 21 months
- 24 months
- 21 months + thesis
- Varying

### Language
- English
- English
- English
- English
- English

### Target Group
- Bachelor graduates in a business-related field of study
- Bachelor graduates in a business-related field of study or STEM subjects
- Bachelor graduates in a business-related field of study or STEM subjects
- Bachelor graduates in a business-related field of study or STEM subjects
- Advanced postgraduate work experience
- Substantial management experience
- First academic degree
- Fully employed/Self-employed

### Contact
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### Bachelor in International Business Administration (BSc)
- Bachelor graduate in a business-related field of study
- At least 2 years of professional experience
- Bachelor graduate in a business-related field of study
- At least 2 years of professional experience
- At least 2 years of professional experience
- Bachelor graduate in a business-related field of study
- Modules in the USA, China, and India
- High share of international students
- Modules abroad in the USA, Canada, Hong Kong, Israel, China, and India

### Master in Finance (MSc)
- Modules abroad in the USA, Canada, Hong Kong, Israel, China, and India
- High share of international students
- Modules abroad in the USA, Canada, Hong Kong, Israel, China, and India
- High share of international students
- High share of international students

### Master in Entrepreneurship (MSc)
- High share of international students
- High share of international students
- High share of international students
- High share of international students
- High share of international students
- High share of international students

### Master in Management (MSc)
- High share of international students
- High share of international students
- High share of international students
- High share of international students
- High share of international students
- High share of international students

### Curriculum
- Business Administration (BSc)
- Business Administration (BSc)
- Business Administration (BSc)
- Business Administration (BSc)
- Business Administration (BSc)
- Business Administration (BSc)

### WHU – Otto Beisheim School of Management
- WHU – Otto Beisheim School of Management is a privately financed business school based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German business schools with an outstanding national and international reputation. This excellent standard has been certified by accreditations from EQUIS, AACSB, and FIBAA as well as through leading positions in national and international rankings. WHU students profit from a large international network of partner universities, companies, and alumni.